

The background of the advertisement is a collage of vintage-style elements. It features a hand-drawn illustration of a man with a mustache, wearing a suit and tie, playing an electric guitar. The drawing is in a sketchy, white-on-black style. Behind the illustration are various technical diagrams, including circuit boards with electronic components like resistors and capacitors, and a detailed schematic diagram with numerous labeled parts. A piece of aged, yellowed paper with red text is pasted over the upper left portion of the image. The overall aesthetic is that of a mid-20th-century promotional poster for musical equipment.

Selmer
ELECTRONICS

HIRE PURCHASE TERMS

Deposit 10%, balance over 12, 18 or 24 months, providing that the payment does not work out at less than £1 per month.

TRUVOICE AND *Gibson*
AMPLIFIERS AND P.A. ACCESSORIES

TRUVOICE

the only amplifiers with

FILTERED SOUND

Filtered sound or (F.S.) is the pure sound you get only with a Truvoice Amplifier. Truvoice are made in our factory from the best components arranged to give real dynamics to your playing. With their superb styling the Truvoice range outdate all others and are Britain's most popular Amplifier. To assist you further in your choice of Amplifiers both British and U.S.A. output ratings are shown.

Selector-Tone AUTOMATIC

★
Four Inputs—Two channels.

★
Built-in Tremolo with speed and depth controls, and foot operated switch.

★
Selector-Tone push button controls.

★
15" Loudspeaker.

★
Very low noise and hum level.



Selector-Tone AUTOMATIC CONTROL PANEL



SPECIFICATION

Here at last is an amplifier with built-in tone colours. By simply operating the exclusive Selector-Tone push button controls you are able to vary the degrees of response from High Treble to Contra Bass, thereby obtaining an infinite variety of tone colours.

The Selector-Tone is a two channel amplifier. Channel 1 operates as a conventional amplifier with normal controls for volume and tone. Channel 2 is controlled by the unique Selector-Tone push button controls.

This design enables you to use one channel for a microphone without cross channel interaction, leaving the other channel free for guitar and other musical instrument amplification. Each channel has two high impedance inputs—giving you a total of four inputs which can be used simultaneously.

Built-in Tremolo on Channel 2 is instantly switched on or off by the foot switch provided. Speed and depth of Tremolo are adjustable over wide limits by variable control knobs. The Selector-Tone is fitted with a 15" Loudspeaker and all controls are housed in a recessed panel. A pilot lamp is fitted.

Attractively finished in two tone leatherette with modern styling.

A.C. mains only, 200/250 volts 50/60 cycles.

Valve Complement: 2—EF86, 2—ECC83, 2—EL34, 1—GZ34.

Output Ratings: British 25 watts. American 50 watts.

Dimensions: Height 23", width 20", depth 10 $\frac{3}{4}$ ". *Weight:* 42 lbs.

No. 1222 75 gns.

Selector-Tone ROTARY



No. 1224 65 gns.

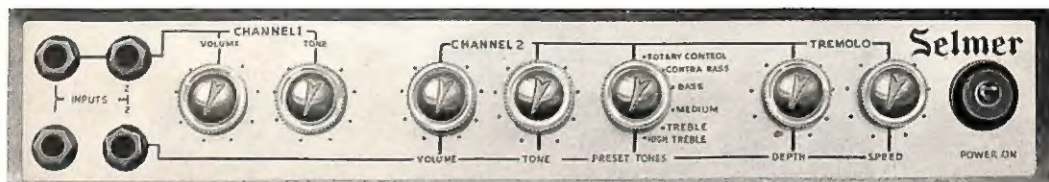
Like the automatic model the Selector-Tone Rotary gives tone colours by blending the six positions of the control knob which are marked High Treble, Treble, Medium, Bass and Contra Bass. Two independently controlled channels each with two high impedance inputs, Channel 1 operates as a straight amplifier with normal controls for volume and tone and is ideally suited for use with a microphone. Channel 2 has the provision for tone colour blending made possible by the ingenious use of electric filters. Built-in Tremolo on Channel 2 is adjustable over wide limits to give speed and depth to suit individual requirements. A foot switch is provided enabling instant on/off action of the Tremolo facility.

Fitted with a 12" heavy duty Audium 70 high flux Loudspeaker.
Attractively finished in two tone leatherette with recessed control panel.
Valve Complement: 2—EF86, 2—ECC83, 2—EL84, 1—EZ81.

Output Ratings: British 15 watts. American 30 watts.

Dimensions: Height 21½", width 19", depth 10". **Weight:** 47½ lbs.
A.C. Mains only, 200/250 volts at 50/60 cycles.

Selector-Tone ROTARY CONTROL PANEL



STADIUM

For the boys in the big time, Stadium gives the full facilities for Gigs, Stage Shows, Club work, etc. Not only do you get the pure beauty of Filtered Sound but you also have the advantages of 3 high-

impedance input amplification. This amplifier gives full power for two instruments plus a third High sensitivity channel for use with a microphone. Tremolo controlled by a foot operated switch is built in on channels 2 and 3 with speed and depth independently controlled. Flexible tone control gives individually adjustable bass and treble over wide limits—controls operate on all three channels. 12" heavy duty loudspeaker. A.C. operation 200/250 volts 50 cycles. 12" speaker. Valve complement: 3—EF86, 1—ECC82, 1—ECC83, 2—EL84, 1—EZ81.

Output Ratings:

British 14 watts. U.S.A. 28 watts.

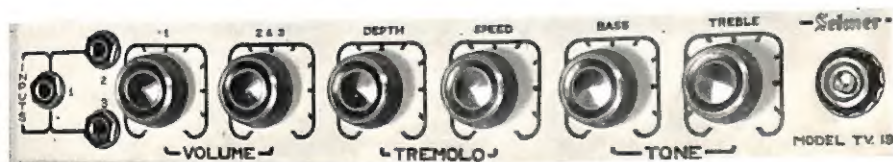
Dimensions: 22" × 19" × 10 $\frac{1}{4}$ "

Weight: 38 lbs.

No. 43

52 gns.

STADIUM CONTROL PANEL

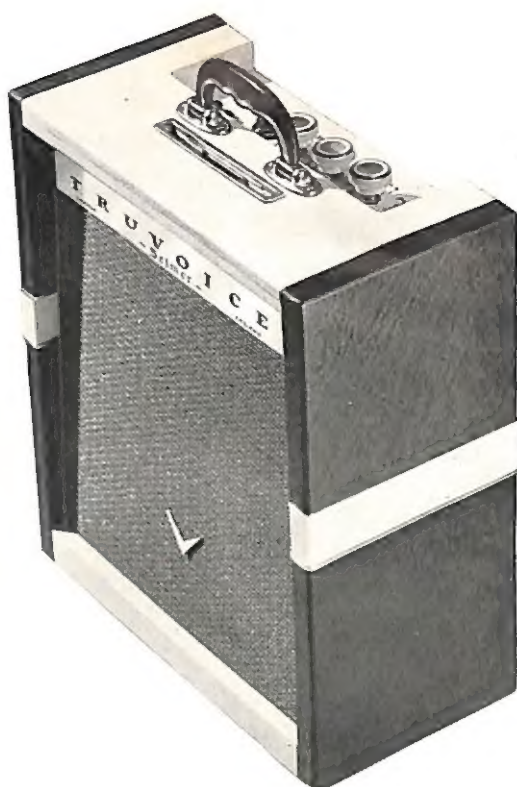


PROFESSIONAL

SUPERB TONE

PLUS

TREMOLO



A fully professional Amplifier with Filtered Sound and many other features, usually found only on more expensive equipment. Provided with two high impedance input sockets sufficiently sensitive for use with either a microphone or musical instrument pick-up or both. The built-in Tremolo is instantly controlled by a foot switch enclosed in a cast metal housing which is supplied with the Amplifier. Tremolo speed is adjustable over wide limits and depth is adjustable from zero to maximum by a separate control.

Volume is regulated by a single control, a separate tone control enables bass and treble to be adjusted over a wide range.

A 10" high efficiency speaker is used to give the cutting quality required for Guitars without sacrificing overall frequency response. A.C. operation 200/250 volts A.C. 50 cycles.

Valve complement: 2—ECC83, 1—EZ80, 2—6AQ5.

Output Ratings:

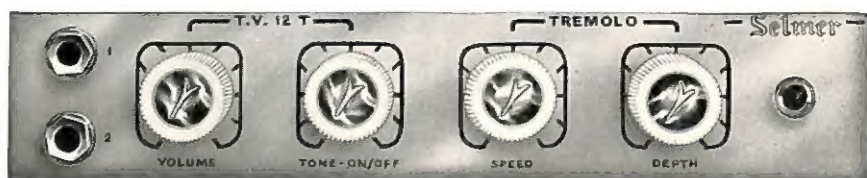
British 8 watts. U.S.A. 16 watts.

Dimensions: 18" × 15" × 8¼".

Weight: 19½ lbs.

No. 41 29 gns.

**PROFESSIONAL
CONTROL
PANEL**



NEW STANDARD

With Tremolo

Here is a new high performance Standard, now with built-in Tremolo. Selmer technicians have combined the highest standards of design with economy of production to enable this inexpensive, quality amplifier to cover all the requirements of the modern guitarist. Tremolo controls are adjustable over wide limits to give great variation of speed and depth to suit individual requirements. Four controls are housed in the recessed panel at the top of the case. Fitted with two high impedance input sockets suitable for microphone or musical instruments and can be used simultaneously.

Fitted with pilot lamp and a 10" high efficiency speaker.

A socket is available for the connection of a Tremolo on/off foot switch which is available as an optional extra. Filtered Sound and attractive two tone modern style case complete the deal.

Use on A.C. Mains only, 200/250 volts at 50/60 cycles. Valve Complement: 1—EF86, 1—ECC83, 1—EL84, 1—EZ80. **Output Ratings:** British 5 watts. American 10 watts. **Dimensions:** Height 14½", width 13¼", depth 6½". **Weight:** 14 lbs.

No. 1221 21 gns.

Optional Tremolo Foot Switch. Cast Metal Case in Hammered Gold finish complete with 7" cable fitted with plug-in connector. No. 1223 £2.7.6



POPULAR

The Popular has been designed to give maximum performance compatible with a really light weight and compact design. Big output and really amazing tone are combined with a maximum degree of sensitivity.

Frequency response is flat from 80 to 9,000 cycles sensibly flat from 40 to 12,000 cycles. Two recess controls for tone and volume variation, plus exclusive "Filtered Sound". Two high impedance inputs which can be used for either mike or musical instrument pick-ups. Speaker, size 7" elliptical.

Valve complement:

1—EF86, 1—EZ80, 1—EL84.

Output Rating: British 5 watts. U.S.A. 10 watts.

Dimensions: 13" x 11½" x 5½". **Weight:** 11 lbs.

No. 48 14 gns.



Little Giant



The amazing Little Giant Amplifier is the greatest value on the market today. No other Amplifier offers these fantastic features at such a low price. Big watt output controlled by two front mounted controls. Like all Truvoice 'Filtered Sound' Amplifiers the Little Giant is attractively designed and is finished in two tone leatherette with round corners and metallic grill. A pilot lamp is fitted on the control panel which has a brass plate scratch guard. For use on 220/250 volts A.C. Guaranteed for 12 months.

Valve complement: 1-ECC83, 1-EL84, 1-EZ80. *Dimensions:* $15\frac{1}{2}" \times 5\frac{1}{2}" \times 9"$.

Output Rating: British 4 watts. U.S.A. 8 watts. No. 76 .. $10\frac{1}{2}$ gns.

TREMOLO UNIT

This unit is intended for use with A.C. mains operated amplifiers, and must not be used with A.C./D.C. equipment.

Mounted on the front panel are: (1) Input socket (2-point jack); (2) Depth control, incorporating mains on/off switch; (3) Speed control, which has a range of approximately 4-10 c/s.

A foot-switch is provided on a 6-foot length of cable and is plugged into a socket located at the rear of the unit. This enables tremolo to be switched on or off at will.

Also on the rear of the unit are the mains fuse, and extension mains socket. This socket is intended to supply mains to the associated amplifier and is not served by the fuse which protects only the unit itself.

A matching plug is supplied. The Output connection to the amplifier is via a 3-foot lead terminated in a 2-point jack plug. A three core mains cable of 6 foot length is provided.

Power consumption: 15W from 200/250V A.C. Mains.

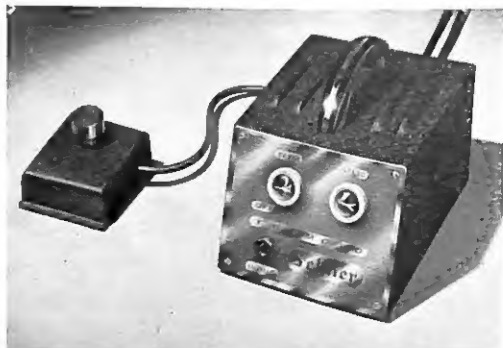
Valve complement: 1-12AX7
1-12UA7

Fuse: 500m A Cartridge type.

Overall size (Including handle): $7" \times 5" \times 5"$.

Weight: 5 lbs.

No. 69 14 gns.

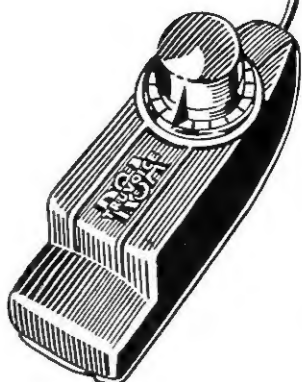


Contact Mike

NON-MAGNETIC PICK-UP

The Truvoice Contact Mike will pick up vibrations from any surface. It can be easily attached by cellulose tape—by a rubber band, clip, or by wedging—so that the sensitive surface makes light contact with the vibrating area. Fully insulated by rubber housing. Volume control with graduated dial. 12-ft. of single screen P.V.C. covered cable. Free from distortion. Not affected by climatic conditions. High impedance.

No. 212 £2.19.6



SELMER "TRUVOICE" DYNAMIC MICROPHONE

The "Truvoice" Dynamic microphone (high impedance model) is ideally suited for use with high gain amplifiers such as the Selector-Tone Automatic and Selector-Tone Rotary. The formed metal diaphragm supporting a sensitive coil works in a high efficiency magnetic system and the frequency response has been adjusted for best all round results. Choice of high or low impedance. Complete with 20 ft. of heavy duty twin screened cable.

1. As a hand held microphone the smooth baton shape is comfortable to carry and ideal for "audience participation" work.
2. With its quick disengage stand adaptor it may be used on a floor stand and the swivel head enables the mike to be beamed in any direction.
3. With the base adaptor it may be used with equal facility as desk microphone.

SPECIFICATION

Frequency Response: Substantially flat from 100 to 13,000 c.p.s.
Output Level:—57dB at high impedance.

Polar Characteristic: Omni-directional.

Impedance: High and low versions available.

General: Black and gold anodised finish. Length 6½". Head Diameter 1½". Length over connector 7½".

Weight: Hand Microphone 6 ozs., Stand Adaptor 6 ozs., Table Base 21 ozs. Cable: 20 feet heavy duty twin-screened.

No. 80	Microphone, high impedance	£7 15 0
No. 81	Microphone, low impedance	£7 15 0
No. 82	Table base stand	£1 1 0
No. 83	Clip-on swivel adaptor	£1 10 0



R.L.2 MICROPHONE

This sturdy microphone incorporating the on/off switch can be used with any amplifier, and is unaffected by weather conditions. Available in high or low impedance form. Output level is 90dB below one Volt Bar for low impedance.

Weight: 2 lbs.
Dimensions: 9" × 2½" × 2½".

No. 33. High Impedance 9 gns.
No. 34. Low Impedance 9 gns.

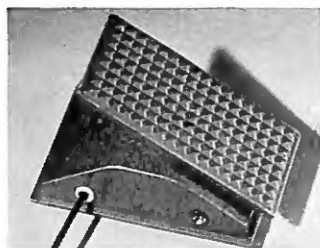


TRUVOICE VOLUME CONTROL PEDAL

New improved model of the famous Truvoice Volume Control Pedal. Smooth action lever principle with sensitive response. Robust metal housing with non-slip metal footplate. Complete with lead and jack plug.

No. 357. Truvoice Volume
Control Pedal

4 gns.



TRUVOICE

MICROPHONE STAND

FOUR SECTION TYPE

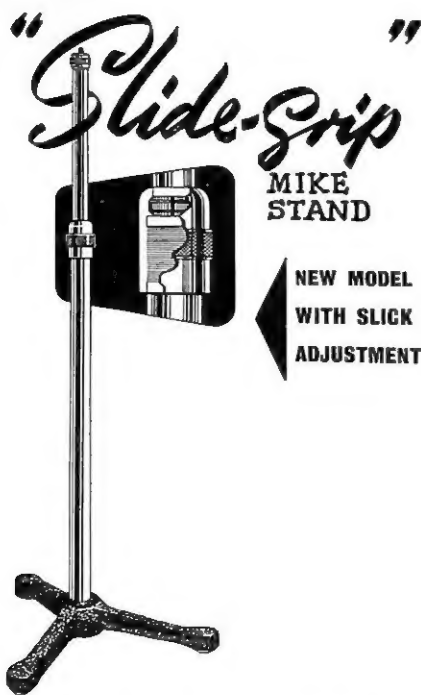
Three-legged collapsible type; ideal for portable P.A. work. In heavy chromium plate $\frac{1}{16}$ " B.S.F. stud for microphone attachment.

No. S.5x. Truvoice four-section type, 18 $\frac{1}{4}$ " to 4' 10", complete with $\frac{1}{2}$ " mike adaptor.

£3 2 6

No. 63. Thread adaptor to take $\frac{1}{2}$ " mike fitting 2s. 0d.

No. 62. As above but $\frac{3}{16}$ " fitting. 4s. 6d.



MIKE STAND

NEW MODEL
WITH SLICK
ADJUSTMENT

Lightweight dural column and heavy cast iron base ensures low centre of gravity and 15° more "safe-tilt" angle than any other stand. New Compression clutch fibre height lock gives rapid fingertip control. Sensational new Selmer feature prevents accidental or sudden slipping of telescoping section. This section is always "Cushioned on Air" and the controlled escape vent allows only a slow, smooth, collapse of stand. Extension 3 ft. 4 in. to 5 ft. 8 in. Mike fitting $\frac{5}{16}$ in. B.S.F. complete with $\frac{1}{2}$ in. adaptor. Weight 10 lbs. polished dural or cream enamel finish.

No. 72 Jack Plugs .. 3s. 9d.

No. 74 3-Pin Speaker plugs 8s. 6d.

No. S.3. £4.17.6

Gibson AMPLIFIERS

***built by Gibson U.S.A.
—Makers of the world-famous guitars***

"VARI-TONE"

This new Amplifier by Gibson has six exciting pre-set tone colours which can rapidly be introduced by the six vari-tone push buttons. Improved tremolo and smart modern styling with slant panel controls put this Amplifier in a class of its own.

FEATURES

- ★ New styling with slant grille.
- ★ A six-in-one Amplifier with improved tremolo.
- ★ New built-in Vari-Tone selector switch.
- ★ 7 tubes—3 dual purpose.
- ★ 15" heavy duty Jensen speakers.
- ★ 2 channel, high gain 25 watt output chassis—4 input jacks.
- ★ Separate controls for volume depth and frequency of tremolo.
- ★ Polarity switch and ground clip eliminate interference.
- ★ Dimensions: 22" wide, 20" high, 10½" deep.



No. 2032

132 gns.



Vari-tone Control Panel with six preset tone switches



LES PAUL

This top quality model has been endorsed by world-famous Guitar ace, Les Paul. Great attention has been paid to power and distortion-free sound reproduction. Unequalled for flexibility of tone. Built-in tremolo and brilliant treble response. Two channels with two inputs for each. Three instruments and a mike can be used at the same time. A really outstanding amplifier designed for the professional player.



No. 3053 93 gns.

FEATURES

- ★ Handsome case with slanted top-mounted control panel . . . woven Saran grille cover . . . jewelled pilot light.
- ★ Tremolo with separate intensity and frequency controls . . . on-off switch in foot pedal.
- ★ 12-inch Jensen speaker . . . 7 tubes . . . two channels . . . separate volume controls for each . . . bass-treble voicing control . . . two inputs for each.
- ★ Polarity switch eliminates interference. 16 watts output.
- ★ 22" wide, 20" high, 10½" deep.



RANGER

Clear, clean tones and solid undistorted response, plus a wonderful built-in tremolo — that's Ranger. Four inputs can easily handle three instruments and a microphone at the same time. U.S.A. top guitarists use and endorse the Ranger.

FEATURES

- ★ Sleek new slant grille, twill-vinyl covering.
- ★ Maximum high gain distortion-free tone.
- ★ Built-in tremolo gives greater variety.
- ★ 12" heavy duty speaker . . . 7 tubes.
- ★ Two channels with separate volume controls and combination bass-treble voicing control . . . two inputs on each channel.
- ★ Full 16 watt output power.
- ★ 20" wide, 16" high, 9" deep.



No. 3062 85 gns.

EXPLORER

Second to none in its class the Gibson Explorer Amplifier is small in size but has a very powerful tone with a tremolo that regulates from extremely fast to a slow wobble; it adds fine tone quality and a wide sound range to your playing and its attractive styling and design are in keeping with the Gibson tradition of craftsmanship.

FEATURES

- ★ Smart new grille, lock corner case.
- ★ Wide swing tremolo and powerful sound.
- ★ 10" heavy duty Jensen concert speaker.
- ★ 5 tubes—2 dual purpose.
- ★ 3 input jacks 14 watt output.
- ★ Quick change controls for volume tone depth and frequency of tremolo.
- ★ Foot control switch for tremolo. 20" wide, 16½" high and 9" deep.



No. 2031 66 gns.



GIBSONETTE

Fine tone and a powerful voice. This is one of the fastest selling Amplifiers on the Market today. For use for both amateur and professional guitarists this sturdy, attractively styled model is real value for money.

FEATURES

- ★ Smart new styling with slant grille and gold pattern fabric colour.
- ★ Lightweight, easy to handle and carry.
- ★ Top mounted chrome plated chassis.
- ★ Faithful 10" Jensen speaker.
- ★ 9 watts output. 4 tubes separate volume and tone controls.
- ★ Two instruments inputs.
- ★ 20" wide, 16" high, 9" deep.



No. 2030 45 gns.

No. 2030T—Similar to 2030 with the additional feature of built-in tremolo. 55 gns.

SKYLARK

The ideal small Amplifier, yet powerful enough for professional use. Lightweight easy to handle with easily accessible top mounted control panel. Amazing quality and fine tone reproduction.

FEATURES

- ★ Attractive gold covering, new slant grille.
- ★ $\frac{3}{4}$ " solid wood lock joint construction.
- ★ Top mounted chrome plated chassis.
- ★ Quality 8" Jensen Speaker.
- ★ $4\frac{1}{2}$ watts output. 3 tubes.
- ★ 2 instrument inputs.
- ★ $13\frac{1}{2}$ " wide, $13\frac{1}{2}$ " high, $7\frac{1}{4}$ " deep.



No. 2029 34 gns.

No. 2029T—Specification as 2029 but with built-in tremolo facility. 38 gns.



SABA

AUTOMATIC TAPE RECORDER

The SABA tape recorder has been acclaimed by discriminating enthusiasts as the finest in the world. Its two speeds allow for high grade recording at $3\frac{3}{4}$ " per sec. and for studio quality audio fidelity recording at $7\frac{1}{2}$ " per sec. The design of the recorder embodies elegance and simplicity of operation with maximum high fidelity.

One of the many exciting features of the SABA is the automatic track change-over which enables the recorder to play continuously by automatically reversing tape direction as it reaches the end of a reel.

A "trick switch" on the recorder facilitates the extremely useful effect of double recording, enabling the blending and synchronisation of voice over a musical background and many other combinations.

Alignment of the "magic eye" tuning with a reflector enables you to see the recording level indicated clearly from a distance, thereby eliminating constant checking on recorder.

SABA RECORDERS can be supplied with microphone and cable, which fit neatly into a special compartment in the case and have an attachment in the lid for holding two tape spools.

Despite all the advantages of the SABA it costs no more than an ordinary tape recorder.

Technical Details.

Frequency Range—

30 to 20,000 cycles at $7\frac{1}{2}$ " per sec.

40 to 16,000 cycles at $3\frac{3}{4}$ " per sec.

Two concert speakers in tridimensional arrangement.

Tape meter for both directions with zero setting.

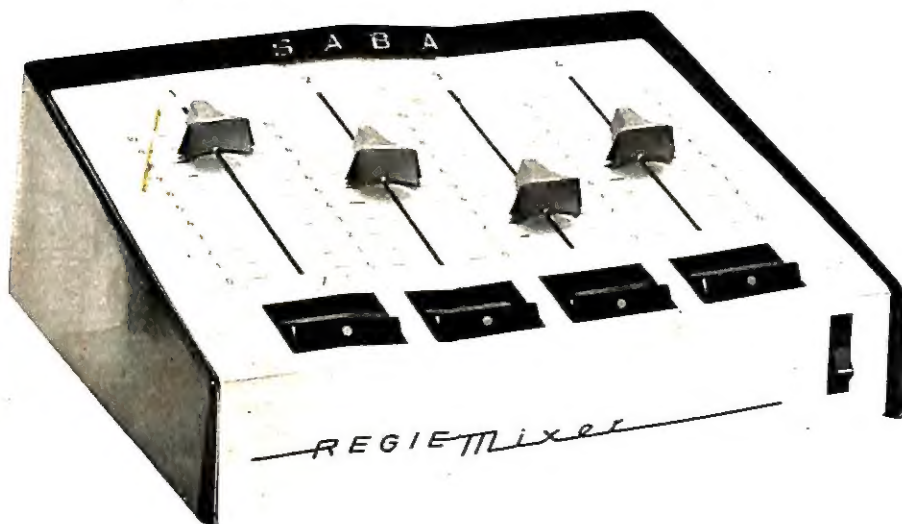
Rewinds at 30 times the normal playing speed.

Connections for headphones, power amplifier, extension speaker (5—100 ohms) and mixing panel.

Remote control for use on dictation equipment.

Relay assisted switches for feather-light control.

No. 37 Tape Recorder 75 gns. No. 38 Microphone 7 gns.



Regiemixer

THE PERFECT MIXING UNIT

No. 32
18 gns.

This new mixing unit for all makes of tape recorders enables four sound inputs to be blended accurately to individual tastes. Battery operation cuts out mains hum. Fully transistorised. Maximum can be pre-set and individual inputs varied. Ideal for recording bands and vocal groups, where correct balancing is essential.

Technical Data: Power Supply: 22.5 V battery (Pertrix "Pervox" No. 72). Power Input: 2.5 mA approx. Transistors fitted: TF 65, TF 65, TF 65. Controls: 4 sliding controls (76 mm. displacement), 4 volume precontrols. Output: Output impedance 15 K. ohms approx. Maximum output voltage, 60 mV (at 1 per cent harmonic distortion). Response: 20 cps—20,000 cps. Hum below average output: ≥ 65 db. Mutual sound level effect: (from one channel to another ≥ 1 db).

Cross-talk transmission equivalent: (from one channel to another) ≥ 65 db.
Overall size: $8\frac{1}{2} \times 6\frac{1}{2} \times 3\frac{1}{8}$ in. Weight: 1.3 kg approx.